

NEW RULE IV MOBILE ADVERTISING DEVICES - SIGNS ON VEHICLES

(1) Off-premise mobile advertising devices on vehicles which are traveling on controlled routes are not subject to the provisions of the Outdoor Advertising Act or administrative rules while traveling.

(2) Vehicles displaying off-premise mobile advertising devices being used for outdoor advertising purposes must not be parked on public or private land visible to the traveling public from any place on a controlled route, whether the display is permanent or portable, regardless of the length of time the vehicle is parked in any one or more locations.

(3) Signs on registered or unregistered motor vehicles, including but not limited to: semi-truck trailers, buses, trucks, RVs, mobile homes, or similar wheeled conveyances, which are determined by the department to be permanently or semi-permanently parked and clearly advertising to a controlled route shall be prohibited unless properly permitted under the provisions of the Outdoor Advertising Act and these administrative rules.

AUTH: 75-15-121, MCA

IMP: 75-15-111, 75-15-113, MCA

REASON: The proposed new rule is necessary to clearly prohibit the use of mobile advertising devices, or car wrap-type signs which are usually placed on the side of an operational vehicle, and then parked for some length of time along a controlled route where they are visible to the public as advertising devices, without meeting the statutory requirements for permits, placement, etc. The vehicle is often frequently moved to a new location, with the sign owner then stating the new location is a "new sign" in a "new site" to avoid any regulations or permit requirements for off-premise advertising. The new rule will allow the department to enforce the prohibition on these signs as illegal advertising. The proposed rule will also require the permanent removal of unlawful advertising from parked semi-truck trailers and similar vehicles.

Director Jim Lynch  
Montana Department of Transportation  
Phone: (406) 444-6201  
[jilynych@mt.gov](mailto:jilynych@mt.gov)

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